

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** **MORRISON, Hugh Boyd, et al.**  
**Serial Number:** **09/868,254**  
**Atty. Dkt:** **RCA 89185**  
**Filing Date:** **June 15, 2001**  
**Title:** **METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN  
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM**  
**Art Unit:** **2424**  
**Examiner:** **BROWN, Rueben M.**

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

**Sir:**

In response to the non-final Office Action dated April 1, 2010, in which a response is due July 1, 2010, please enter the following amendments and remarks/arguments in the above-referenced application.

**Listing and Amendment of the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.